

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of November 30, 2011 Meeting

Present: Chairman Joseph Mollica; Commissioner Mark Bodi; Commissioner Michael Milligan; Craig Bulkley, Administrator of Administration; Rick Gerrish, Spirits Marketing Specialist; Nicole Brassard, Wine Marketing Specialist; Kelly Mathews, Administrator of Human Resources; Chief Eddie Edwards, Enforcement.

Excused: Peter Engel, Director of Store Operations

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM NH LIQUOR COMMISSION MEETING HELD NOVEMBER 16, 2011.

Chairman Mollica made a motion to accept the minutes from the November 16, 2011 Commission Meeting. Commissioner Bodi seconded the motion. The motion was unanimously adopted.

### III) ADMINISTRATIVE SERVICES REPORTS

#### 1) Administrative Report

There was one item on the G&C Agenda this morning. The request for a year lease at the DOT shed on Stickney Avenue in Concord for the location of our maintenance crew was approved. This lease covers July 2011 through June 2012. A quote to fix the street sign at Store 69 from Hammar Sign Company has been requested and is underway. Craig will submit for final approval when ready.

#### 2) Human Resources Report

Open enrollment is December 5 through December 16.

### IV) MARKETING AND SALES REPORT

#### 1) Store Operations

Peter is excused from today meeting. Commissioner Milligan stated that the Cash Control and Security 2-11 Large Volume Sales Policy Revision was amended last week. Peter has submitted the final for approval. Commissioner Milligan made a motion to accept the new policy as presented. Chairman Mollica seconded the motion. The motion was unanimously adopted.

#### 2) Merchandising Report

After review of each of the following items, Commissioner Bodi made a motion to approve the recommendations as presented for the Spirits items listed below, as recommended by Rick Gerrish and concurred by Kathleen McCabe. Commissioner Milligan seconded the motions. The motions were unanimously adopted.

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### A) Spirits

#### 1. Recommended Sale Price

Approved reducing the price of delisted test market code #3339, Halo Vodka, 750ml size, in order to deplete remaining store inventory, due to the local distillery closing its business, as recommended.

#### 2. 100ml Addition

Approved the request received from Southern Wine & Spirits to add the following 100ml size products to Cluster 1 stores: Courvoisier VS and Jim Beam Bourbon, as recommended.

Denied their request to add the following 100ml size products: Lord Calvert and Seagram's Gin, as recommended.

#### 3. One Time Buy Requests

##### (a) Southern Wine & Spirits, HDW CLIX Vodka

Approved the request received from Southern Wine & Spirits to purchase 30 cases of HDW CLIX Vodka, 750ml size as a one-time buy, as recommended.

##### (b) Southern Wine & Spirits, Knob Creek Single Barrel Bourbon

Approved the request received from Southern Wine & Spirits to purchase 11 barrels, or 572 cases of Knob Creek Single Barrel Bourbon, 750ml size, as a one-time buy, as recommended.

Denied their request to purchase 1 barrel, or 30 cases of Knob Creek Single Barrel Reserve, 750ml size, as a one-time buy, as recommended.

#### 4. Line Extension Request

Approved the request received from Southern Wine & Spirits to list Sauza Extra Gold Tequila, 50ml size as a line extension, as recommended.

#### 5. Test Market Results (2)

Approved the change from full distribution to Specialty Item status for test market Belvedere Bloody Mary, 750ml; Chopin Rye Vodka, 750ml; VeeV Acai Liqueur, 750ml; Maestro Dobel Diamond Tequila, 750ml; and Coole Swan Irish Cream, 750ml, as recommended.

Approved the delisting of the following test market products as they failed to attain the required gross profit during their test period: Van Gogh Blue Vodka, 750ml; Pravda Vodka, 1.75L; Absolut Berri Acai, 1.75L; Hammer & Sickle Vodka, 1.75L; Malibu Cranberry Cherry, 750ml; Lazzaroni Amaretto, 750ml; and Chocovine Espresso, 750ml, as recommended.

#### 6. Store Tastings & Product Promotions

##### (a) BM Distilled Spirits

Approved the request received from BM Distilled Spirits to conduct live spirit samplings of Fabrizia Limoncello on:

December 8<sup>th</sup> in store #7 from 4-6 p.m.;

December 11<sup>th</sup> in store #34 from 1-3 p.m.;

December 18<sup>th</sup> in store #55 from 1-3 p.m.;

December 20<sup>th</sup> in store #69 from 4-6 p.m.;

December 21<sup>st</sup> in store #10 from 4-6 p.m., as recommended.

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- (b) Horizon Beverage Company  
Approved the request received from Horizon Beverages to conduct live spirit tastings for Bacardi Oakheart Spiced Rum on:  
December 21<sup>st</sup> in store #33 from 4-6 p.m.;  
December 22<sup>nd</sup> in stores #55 and #71 from 4-6 p.m.;  
December 29<sup>th</sup> in store #71 from 4-6 p.m., as recommended.
- (c) Martignetti Companies of NH  
Approved the request received from Martignetti Companies to conduct a live spirit sampling for Cabin Fever Maple Whiskey on December 17<sup>th</sup> in store #20 from 12-3 p.m., as recommended.
- (d) Southern Wine & Spirits, December 3 and 15  
Approved the request received from Southern Wine & Spirits to conduct live spirit samplings for Jose Cuervo Authentic Light Margarita on:  
December 3<sup>rd</sup> in stores 14, 23, 41, and 74 from 12-2 p.m.;  
December 15<sup>th</sup> in stores #32, 1, 49, 50, 34, and 74 from 5:30-7:30 p.m., as recommended.
- (e) Southern Wine & Spirits, December 1 and 8  
Approved the request received from Southern Wine & Spirits to conduct live spirit samplings for Qream Strawberry Liqueur on:  
December 1<sup>st</sup> in stores #69, 49, 41, 74, and 55 from 6-8 p.m.;  
December 8<sup>th</sup> in stores #49, 74, 69, and 34 from 5-7 p.m., as recommended.
- (f) Southern Wine & Spirits, December 2 and 17  
Approved the request received from Southern Wine & Spirits to conduct live spirit samplings for Baileys Irish Cream on December 2<sup>nd</sup> in stores #23, 25, 14, and 74 from 5-7 p.m.; and on December 17<sup>th</sup> in stores #1, 41, 32, and 15 from 12-2 p.m., as recommended.
- (g) Southern Wine & Spirits, December 9, 10, and 16  
Approved the request received from Southern Wine & Spirits to conduct live spirit samplings for Smirnoff Whipped Cream and Smirnoff Fluffed Marshmallow on:  
December 9<sup>th</sup> in stores #34, 69, 1, 41, 60, 49, 23, and 25 from 5-7 p.m.;  
December 10<sup>th</sup> in store #1 from 1-3 p.m.;  
December 16<sup>th</sup> in stores #55, 69, 1, 74, 32, and 15 from 5:30-7:30 p.m., as recommended.
- (h) MS Walker  
Approved the request received from MS Walker to conduct live spirit samplings with Choco Lat Liqueur on:  
December 21<sup>st</sup> in stores #34, 50, and 60 from 4-6 p.m.;  
December 23<sup>rd</sup> in store #69 from 4-6 p.m.;  
December 28<sup>th</sup> in store #49 from 4-6 p.m.;  
December 29<sup>th</sup> in store #33 from 4-6 p.m.;  
December 30<sup>th</sup> in store #23 from 4-6 p.m., as recommended.

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After review of each of the following items, Commissioner Bodi made a motion to approve the recommendations as presented for the Wine items listed below, as recommended by Nicole Brassard and concurred by Kathleen McCabe. Commissioner Milligan seconded the motions. The motions were unanimously adopted.

### B) Wines

#### 1. Request for Wine Specialty Status

##### (a) RP Imports

Approved the request received from RP Imports to add wine codes #16400 and #16401 to be tried in our retail stores as Specialty wines, as they fill a category need and offer great value to our customers, as required per the Retail Wine Distribution System, as recommended.

##### (b) Fortune Wine

Approved the request received from Fortune Wine Brokers to add wine codes #44742 and #15322 to be tried in our retail stores as Specialty wines, as they fill a category need and offer great value to our customers, as required per the Retail Wine Distribution System, as recommended.

#### 2. Martignetti – Reinstatement of a successful wine that went out of stock

Approved the request received from Martignetti Companies to reinstate Bitch Grenache and place in Cluster 1 and 2 stores with a three absolute, as recommended.

#### 3. Specialty Buy-Ins:

##### (a) Martignetti – Specialty Buy In – Charity Case Chardonnay

Approved the offer received from Martignetti Companies for a specialty buy in of 112 cases on the Charity Case Stanly Ranch Chardonnay, Carneros, as recommended.

##### (b) Perfecta – Specialty Buy In – The Phantom Gourmet

Approved the request received from Perfecta Wine Company to purchase 200 cases of The Phantom Gourmet Sonoma Coast Pinot Noir, as recommended.

#### 4. Primary Source Recommendations

Approved all primary source submissions (2-primary source; 5-exclusive agent; and 57-imported), as recommended.

### C) Information Only:

#### 1. Product Sweepstakes, MS Walker

Acknowledged the request received from MS Walker to conduct a product sweepstakes in conjunction with Svedka Vodka during the months of December and January whereby consumers can enter to win a ski weekend at the Mount Washington Hotel (package includes lodging, meals and ski lift tickets), as recommended.

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2. Product Promotion, Southern Wine & Spirits  
Acknowledged the request received from Southern Wine & Spirits to conduct a product promotion in conjunction with Black Velvet during the months of December and January whereby consumers can enter to win one of ten \$100 NHSLC Gift Cards, as recommended.
3. Store Tastings
  - (a) Celebrity Store Tasting, Imported Grape  
Acknowledged the request received from The Imported Grape to hold in-store tastings on:  
December 1<sup>st</sup> in store #33 from 5-7 p.m.,  
December 8<sup>th</sup> in store #55 from 6-8 p.m., as recommended.
  - (b) Martignetti Company  
Acknowledged the request received from Martignetti Companies to hold in-store tastings on:  
December 10<sup>th</sup> in store #60 from 11-2 p.m.;  
December 16<sup>th</sup> in store #21 from 4-6 p.m.;  
December 20<sup>th</sup> in stores #38 and #33 from 4-6 p.m.;  
December 21<sup>st</sup> in stores #69 and #38 from 4-6 p.m.;  
December 23<sup>rd</sup> in stores #33 and #55 from 4-6 p.m., as recommended
  - (c) Pine State/EJ Gallo  
Acknowledged the request received from Pine State/Gallo to hold an in-store tasting on December 9<sup>th</sup> in store #44 from 4-6 p.m., as recommended.
  - (d) Sweet Baby Vineyards  
Acknowledged the request received from Sweet Baby Vineyards to hold in-store tastings on:  
December 6<sup>th</sup> in store #69 from 4-6 p.m.;  
December 8<sup>th</sup> in store #38 from 6-8 p.m.;  
December 15<sup>th</sup> in store #34 from 3:30-5:30 p.m.;  
December 20<sup>th</sup> in store #55 from 4-6 p.m., as recommended.
  - (e) Vitone Family Wines  
Acknowledged the request received from Vitone Family Wines to hold in-store tastings on:  
December 15<sup>th</sup> in store #59 from 4-6 p.m.;  
December 23<sup>rd</sup> in store #32 from 4-6 p.m.;  
December 29<sup>th</sup> in store #60 from 4-6 p.m., as recommended.
  - (f) MS Walker  
Acknowledged the request received from MS Walker to hold in-store tastings on:  
December 2<sup>nd</sup> in store #69 from 4-6 p.m.;  
December 7<sup>th</sup> in store #38 from 4-6 p.m.;  
December 14<sup>th</sup> in store #49 from 4-6 p.m.;  
December 15<sup>th</sup> in store #50 from 3:30-5:30 p.m.;  
December 16<sup>th</sup> in store #33 from 5-7 p.m.;  
December 22<sup>nd</sup> in store #23 from 4-6 p.m.;  
December 28<sup>th</sup> in store #60 from 4-6 p.m., as recommended.

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### V) LATE ITEMS

No Late Items

### VI) ENFORCEMENT AND LICENSING REPORT

Enforcement minutes are reported on the Liquor Commission website under the Enforcement section.

### VII) EXECUTIVE SESSION

One Executive Session Items from Enforcement

#### **Commission Record Notes:**

- **Commissioner Bodi will be attending the NABCA Brokers Advisory Committee Meeting December 1, 2011.**
- **Chief Edwards and Deputy Dunn are attending the NH Chief of Police Association Conference in Conway on December 3 and 4, 2011.**

At 1:25 PM a motion was made to go into non-public session under RSA 91-a:3 by Commissioner Milligan for the purpose of personnel related items, which was unanimously adopted on a roll call vote.

At 1:35 PM the Commission emerged from the Executive Session. The Commission Meeting was adjourned.

Minutes prepared and submitted by:  
Anne Bogart, Administrative Assistant  
Office of the Commissioners